

TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE
SPECIAL MEETING

The Economic Development Committee special meeting was held on March 11, 2010 at the Red River Conference Center.

1. Meeting was called to order by Mayor Linda Calhoun.
2. Members present were Juanita Walker, Monda Hafley, Paulette Kiker, Lauren House, and Lisa Mackey. Also present were Rebecca Latham, Russell Church, Geoff Goins, Carla Forner, Rebecca Sanchez, and Jeff Brown. Member absent was Ben Butler.
3. Consideration of Special Events Funding:
 - A. Christmas Luminaria Tour: requesting \$1200. Discussion regarding how much would be used for advertising. Geoff responded that it all would be.
 - B. Red River Family Encampment: requesting \$2000. Concern about indoor vendors competing with local businesses. Discussion followed on retailers and vendors for all events.
 - C. Century Tour: requesting \$5000. Discussion on marketing strategies for this event.
 - D. Mountain Bike Race: requesting \$2,345. Question about expected attendance. Question on this event being combined with Century Tour or not. Discussion on them being two separate events and should be marketed separately. Suggestion that the Chamber needs to get the ball rolling now with the forest service.
 - E. Aspencade: requesting \$4,000. Request to have more detail on the application on how the advertising was done for each event other than "Rebecca Latham handles the advertising for this event." Suggestion that Chamber get with Rebecca Latham prior to application cycle to get this information. Question about making sure all vendors (for every event) are in compliance with NM Tax & Revenue before vending. Discussion on using the special events funding to advertise outside of the region (50 miles or more).
 - F. Days of 1895: requesting \$4,510.50. Discussion on switching the dates of 1895 and Aspencade because quick draw competition can't be held in October and aspen haven't started to change in mid-September.
 - G. Oktoberfest: requesting \$5,000. Question on types of vendors. Suggestion to have fewer vendors that compete with retailers and have more that represent the German theme (breweries, food, German crafts). Suggestion to advertise to students with college breaks.
 - H. Halloween in the Mountains: requesting \$500. Question on how many visitors attend the haunted house. Discussion on special events funding not being used for an event that neither attracts visitors nor adds to the experience of visitors in town (local draw only).

- I. New Year's Eve Party: requesting \$350. Question on why Chamber paid employee \$70 in mileage to pick up \$74 in supplies from Sam's Club.
Question on if the decorations are reused each year.
4. Meeting adjourned